

1. Preliminary

Background

The success of an information system service is measured by its ability to provide a pleasant user experience. Among these capabilities include ease of use and pleasant impressions felt by users (Intanny, Widiyastuti, & Perdani, 2018). In improving the services that will be provided to users one way that can be used is in the form of technology. However, the technology in the form of a website information system that is widely used in an agency and company is still much inadequate (Febrianto, Putra, & Perdanakusuma, 2019), salah satunya website MSL Logistics.

Mitrautama Sejahtera Logistik (MSL) is a company engaged in warehouse & distribution service providers for all variations in the needs of logistics service users who have the aim to support the success of Indonesian business in the field of logistics. Human resources professionals who on average have more than 20 years of experience in the logistics industry and supported by integrated infrastructure and systems is a breakthrough form to improve the quality of service in the company. Currently, the MSL Logistics Institute of Technology has information services as a medium for exchanging information and also promotions in the form of a website <http://msl.co.id/>. However, the information conveyed on the website there are still problems, this is based on the results of interviews regarding the conditions that occur at MSL Logistics, according to the experiences of visitors to the MSL website, namely RE1, RE2, RE3, and RE4 said that they had difficulty in finding MSL information. The difficulty experienced by RE1 is in shipping goods, he has difficulty knowing the delivery procedure at MSL Logistics so he has to contact Customer Service, a good user experience can meet customer needs right and without hassle, with simplicity and elegance that can produce a pleasant product to have and a pleasure to use. RE2 had difficulty in knowing the delivery status of goods and tracking information for goods because they did not find a menu for tracking goods. While RE3 had difficulty, namely when entering the receipt number/AWB number the system did not display the status of the goods it sent, it made me nervous and worried because the goods sent were

unclear in their status. Furthermore, the difficulty experienced by RE4 was when submitting a complaint of goods, he had difficulty in finding the procedure for submitting a complaint, as a result, he had to ask his son for help to find out the complaint procedure. Apart from user experience, MSL Logistics also does not know what other people think about the MSL Logistics website, so it is not known whether users experience errors/errors when using the website. The expectation of the sender or recipient is that the sender or recipient gets complete information regarding the delivery status of the goods and on the website navigation has a menu to track goods that can be accessed with just one click. Actually it is felt that the sender and recipient can track the goods but it is difficult that this feature is difficult to find because the item tracking feature is not available in the navigation menu, and to access this tracking feature you have to enter through a search, this makes it difficult for the sender or recipient because they have to search for this feature. tracking on the search feature in the right corner of the navigation menu, while not all consumers or users of shipping services, both senders and recipients, know how to access this feature. So you have to ask customer service again.

According to (Putra, et al. 2021) This UEQ makes it easier for developers to know the UX of an information system design. UEQ itself consists of six rating scales, namely 1) attractiveness which aims to determine the attractiveness of a product, 2) perspicuity of ease in using a system, 3) efficiency which aims to determine the ease of users in completing tasks with the system, 4) Dependability, namely users feel controlled in interacting with the system, 5) the stimulation system is able to attract and motivate users, and 6) novelty, namely the system has new creativity and innovation that is new or not. This affects the perception aspect, where the system is difficult to recognize or learn how to access the search feature and in the efficiency aspect where the feature requires extra effort where consumers must contact customer service first to find out how to access the tracking feature.

Based on the results of distributing questionnaires to several respondents, that the problem that occurs on this website in providing information to consumers is the lack of structured navigation on the MSL Website so that it complicates the needs of consumers in receiving information or services on MSL Logistics, On the MSL Website there is actually a tracking feature, but it is not available either through the navigation menu or on other pages. This feature can be accessed in the navigation menu feature which can be seen in Figure 1.1 and the results can be seen in Figure 1.2. Then if you press it will bring up a search feature that can be done which can be seen in Figure 1. herefore researchers will evaluate it by considering feedback from users to develop the website in the future.

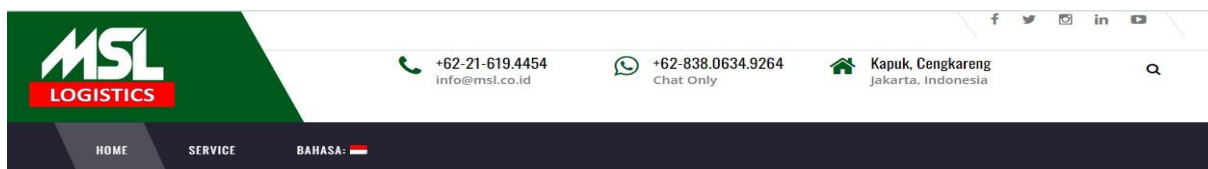


Figure 1. 1 Search Tracking Page



Figure 1. 2 Result Search Tracking Page

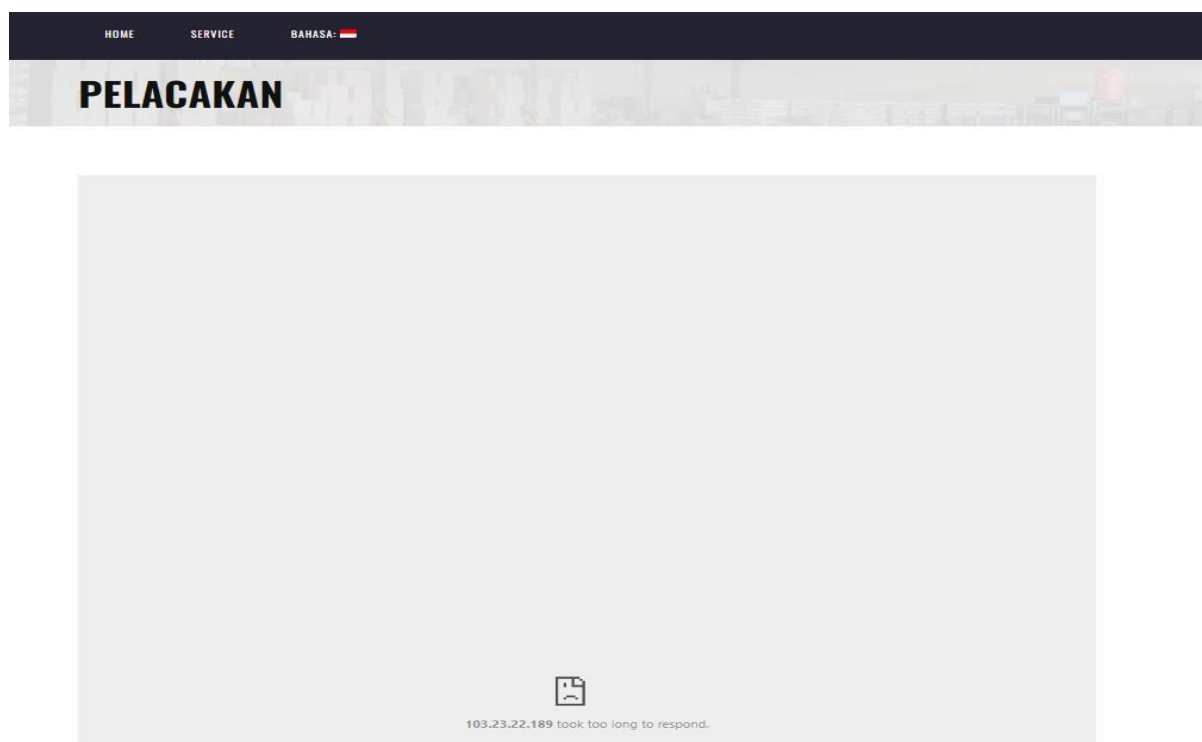


Figure 1. 3 Result Search Tracking Page

A website is an information medium that is widely used in organizations almost all over the world, both for-profit and non-profit organizations. One of the principles in designing a site is to ensure that each page has a good navigation system and links that are able to take visitors to other pages (Pakarbudi & Sodik, 2019). Website navigation is one of the most important components of a website. Because navigation systems can be used as a user experience in interacting with websites, they play an important role in building the user experience. The website navigation structure is used with the aim of describing in outline the content of the entire web also serves to describe how the relationship between each page on the web (Rohman, Ermawati, Farlina, & Syabaniah, 2018). Web navigation systems can provide assistance to guide users in the web information space. A good navigation system can alleviate the problem of getting lost and increase the effectiveness of information search. Therefore, it is necessary to evaluate and improve the website on the navigation website with a User Experience Questionnaire (UEQ).

Based on the problems that occur, the researcher proposes to conduct a user evaluation to find out the user's opinion on this website. In conducting this evaluation researchers use one of the User Experience methods, namely the User Experience Questionnaire (UEQ) method. The User Experience Questionnaire (UEQ) method is one of the techniques that can be used to measure user experience. This method was chosen because it can find out more about how satisfied and comfortable a person is with a product, system, and service (User Experience). A principle in building a User Experience is that the audience has the power to determine their own level of satisfaction. By evaluating with the User Experience approach, it can be known what the user is experiencing, whether they feel happy, get ease, feel depressed or feel satisfied when using an information system (Jelantik, Satwika, & Anggara, 2019).

Based on existing problems, the study was conducted entitled "UX Evaluation of Navigation Websites Using UEQ Methods (Case Study: Msl Logistic)" this study was conducted to be able to measure user experience when using the system. So that improvements can be made by MSL Logistic in the development of its website with good Usability so that users can use it easily, efficiently, and informatively based on navigation on the website.

Problem Formula

Based on the concepts in the background of writing above, it can be identified several problems, as follows:

1. What are the result of the website navigation evaluation on the MSL website based on user experience?
2. What are the results of the implementation of the UEQ Method in evaluating the MSL website?
3. What are the results of the implementation of the UEQ Method in evaluating the MSL website?

Purpose

Here's the purpose of the study:

1. To find out the results of the evaluation of website navigation on the MSL Website.
2. To find out the results of the implementation of the UEQ Method in MSL Logistics research website.
3. To find out the results of the implementation of the UEQ Method in evaluating the MSL Logistics

Activity Plan

The plan to achieve this final task is:

1. Literary Studies

In this phase conduct research and the creation of review literature from papers, books, journals, and theses related to this final task which is the UEQ method that supports this final task.

2. Data Collection

At this stage is the collection of data with observations, interviews and questionnaires about satisfaction using the website of PT Msl Logistic by users.

3. Data Analysis

From the results of the questionnaire, an analysis of respondents' results was conducted using the evaluation method, namely the EUQ method.

4. Elaboration of the Report

At this stage, it is elaborating the reports of the implementation that have occurred and documents the related research that we have done.

Schedule of Activities

Based on the predefined activity plan, table 1 is presented as a planned deadline within six months to complete this Final Project Research. This activity schedule is limited to the sixth month that produces the Final Task report.

Table 1 Schedule of activities

Activity	Week/Month																			
	Month 1				Month 2				Month 3				Month 4				Month 5			
	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
Study of Literature	■	■	■	■	■	■	■	■	■	■	■	■								
Collection Dataset					■	■	■	■	■	■	■	■	■	■	■	■				
Analisi Data													■	■	■	■	■	■	■	■
Report Elaboration																	■	■	■	■